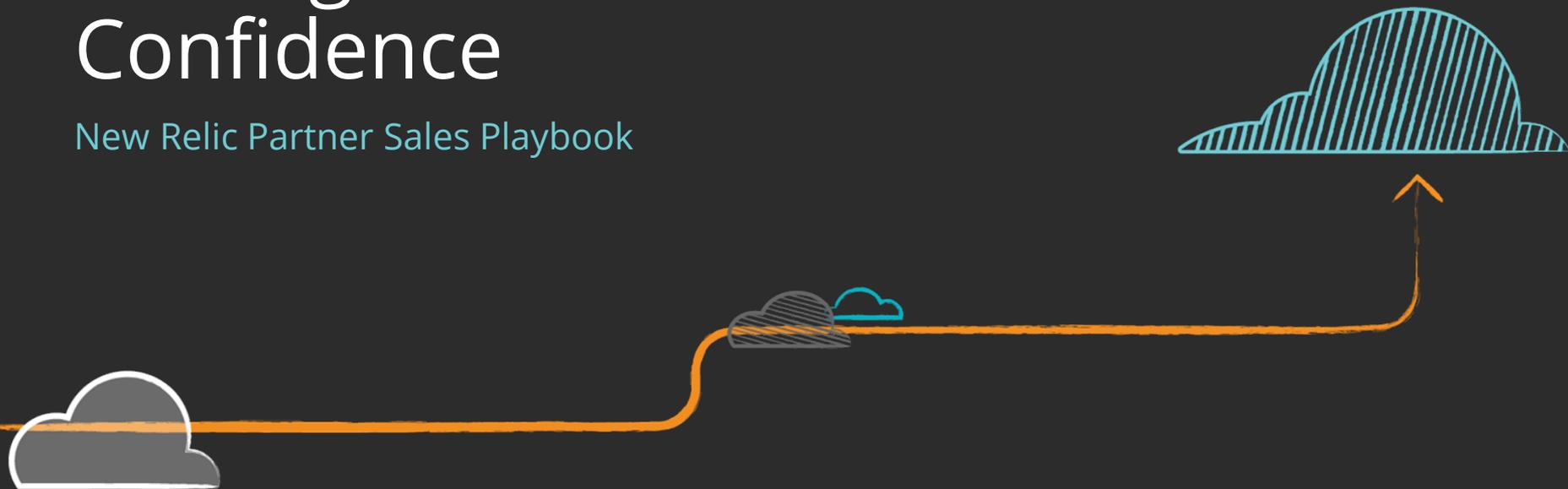# New Relic.

Moving Fast with Confidence

New Relic Partner Sales Playbook

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New Relic Platform

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Turn Data into Impactful Information

New Relic is modern monitoring – integrating all your data and making it easy to see through complexity – getting you top action faster.

Deliver actionable information for every stakeholder in every Digital Transformation project and initiative

See KPIs across the whole stack: front-end, application, back-end, infrastructure

Deliver real-time, application KPI dashboards for practitioners and executives
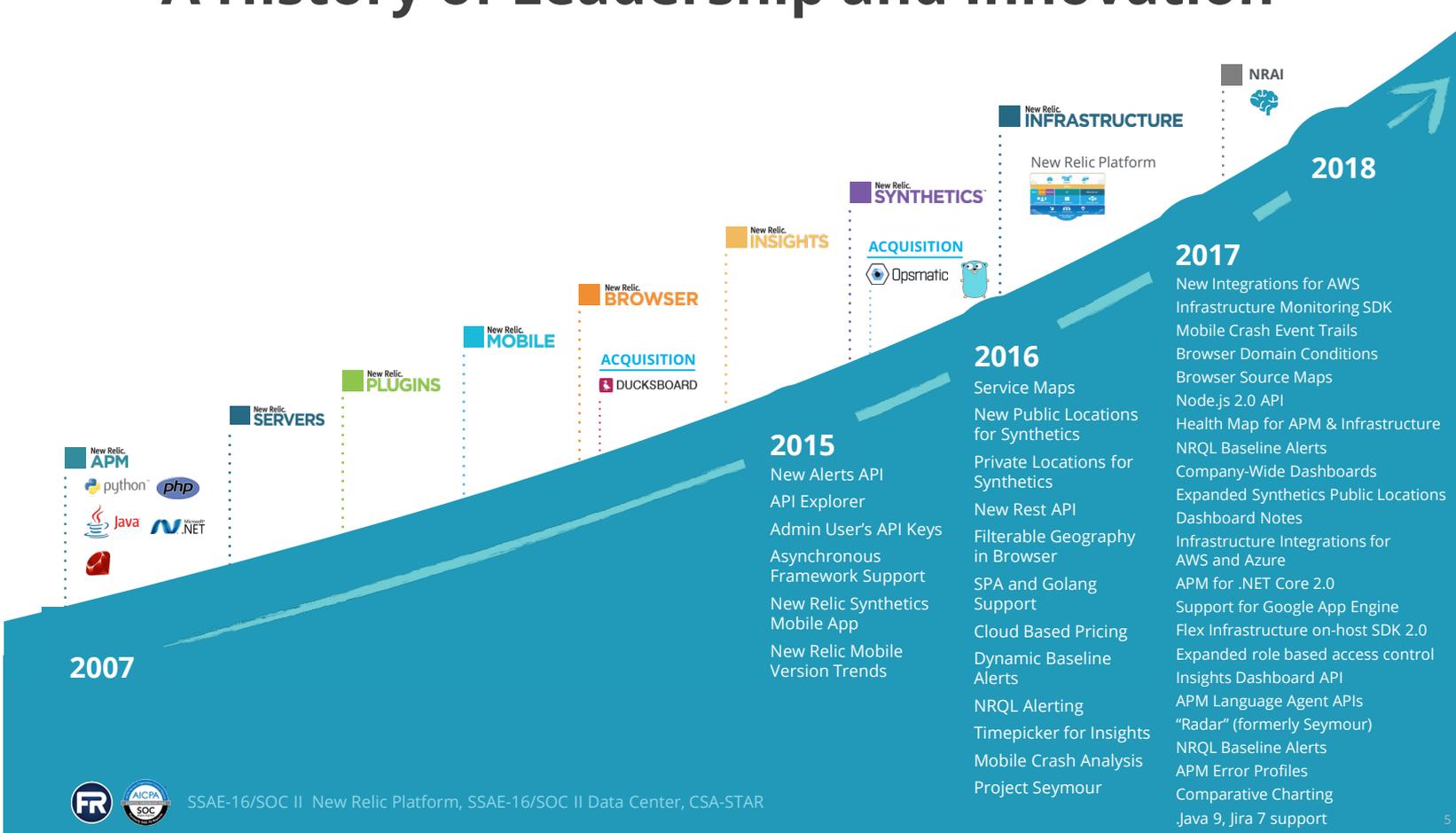
Find (MTTI) and fix (MTTR) problems faster

Empower high performance teams

Observe across the stack by instrumenting everything early

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A History of Leadership and Innovation

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NRAI

INFRASTRUCTURE (New Relic)
New Relic Platform

2018

SYNTHETICS (New Relic)

ACQUISITION
Opsmatic

2017
New Integrations for AWS
Infrastructure Monitoring SDK
Mobile Crash Event Trails
Browser Domain Conditions
Browser Source Maps
Node.js 2.0 API
Health Map for APM & Infrastructure
NRQL Baseline Alerts
Company-Wide Dashboards
Expanded Synthetics Public Locations
Dashboard Notes
Infrastructure Integrations for AWS and Azure
APM for .NET Core 2.0
Support for Google App Engine
Flex Infrastructure on-host SDK 2.0
Expanded role based access control
Insights Dashboard API
APM Language Agent APIs
"Radar" (formerly Seymour)
NRQL Baseline Alerts
APM Error Profiles
Comparative Charting
Java 9, Jira 7 support

INSIGHTS (New Relic)

BROWSER (New Relic)

ACQUISITION
DUCKSBOARD

2016
Service Maps
New Public Locations for Synthetics
Private Locations for Synthetics
New Rest API
Filterable Geography in Browser
SPA and Golang Support
Cloud Based Pricing
Dynamic Baseline Alerts
NRQL Alerting
Timepicker for Insights
Mobile Crash Analysis
Project Seymour

MOBILE (New Relic)

PLUGINS (New Relic)

SERVERS (New Relic)

APM (New Relic)
python
php
Java
.NET

2015
New Alerts API
API Explorer
Admin User's API Keys
Asynchronous Framework Support
New Relic Synthetics Mobile App
New Relic Mobile Version Trends

2007

Why New Relic?

10 years of SaaS Leadership	**6 years** in a row Gartner Magic Quadrant Leader for APM	**4 years** as a Publicly Traded Company

It's All the Data

Observability at every level: **"Instrument Everything"**

Modern software culture

Delivering at the speed of SaaS

Surfaced in the Context You Need

Customer-data focused platform

Rapid time to value with curated experiences ("opinionated dashboards")

Applied intelligence at the core

So You Can Align and Take Action

High Speed, scalable

Consumer-grade software

Built for broad adoption

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Real World Gains

Faster MTTR
Find and Fix
Problems Faster

62%
of incidents are detected
before production per year

GE PREDIX

"Instead of the business calling us for an incident, we're going to them and telling them we had an issue and we solved it."

More Code Deploys
Deliver New Value
Continuously

170
Production deploys on
2016 election night

GANNETT ● USA TODAY NETWORK

"We've gone to a layer of confidence because we have the visibility now and we can support the speed that our business needs."

Better Collaboration
Empower
High-Performance Teams

200+
Agile
lean teams

Nationwide

"We can create a dashboard, identify critical metric and it updates in real time. Everybody has instant visibility."

Customers Trust New Relic

"New Relic helped us be successful,
when other products could not"

– Associate Manager of IT-Linux Application in the Education Industry

"Digital is a team sport, New Relic is
key to having a common playbook"

– SVP Enterprise Architecture in the Communications Industry
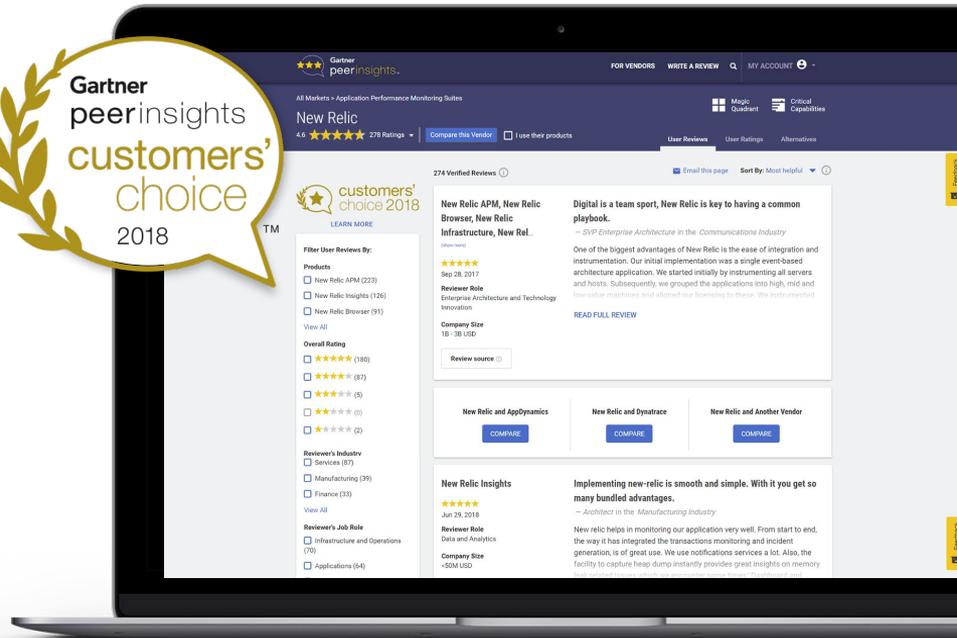
"Don't live without New Relic"

– Chief of Staff IT in the Services Industry

"Implementation was easy and
the ROI was nearly immediate"

– Vice President of IT in the Services Industry

"Provided new, actionable insights
after 2 days of use"
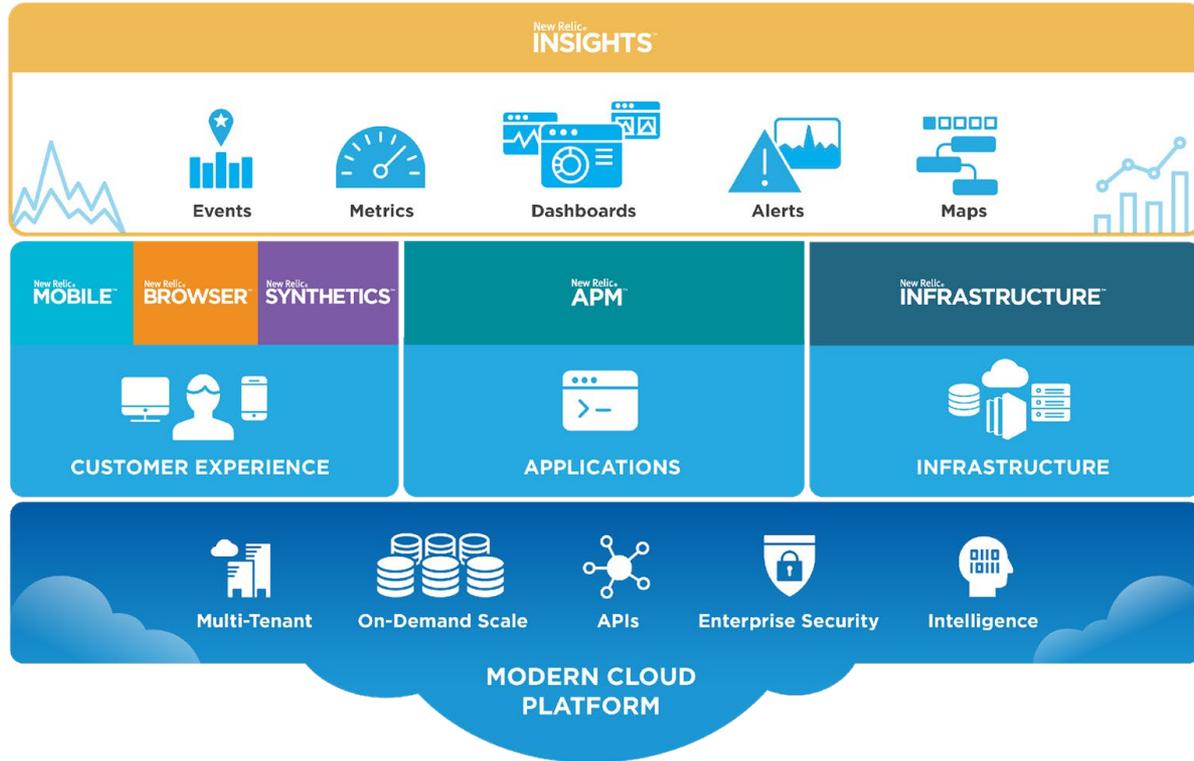
– Director, Architecture in the Manufacturing Industry

New Relic was named a 2018 Gartner Peer Insights Customers' Choice for Application Performance Monitoring Suites.

New Relic Platform

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New Relic INSIGHTS
- Events
- Metrics
- Dashboards
- Alerts
- Maps

MOBILE · BROWSER · SYNTHETICS — CUSTOMER EXPERIENCE

APM — APPLICATIONS

INFRASTRUCTURE — INFRASTRUCTURE

- Multi-Tenant
- On-Demand Scale
- APIs
- Enterprise Security
- Intelligence

MODERN CLOUD PLATFORM

New Relic Products

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Click on a product to go to its sales deck.

New Relic. INSIGHTS

New Relic. BROWSER

New Relic. MOBILE

New Relic. SYNTHETICS

New Relic. APM

New Relic. INFRASTRUCTURE

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New Relic Solution Frameworks:
Repeatable and Proven

Cloud Adoption

Plan, build, migrate, optimize the client's investment in Cloud

DevOps

Instrument and measure for the agility your clients need from their DevOps strategy

Digital Customer Experience

Delight your client's customers every time with every interaction

New Relic

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Cloud Adoption

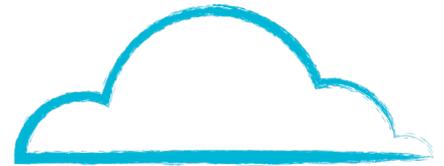## The Earlier You Instrument, The Faster You Go

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Cloud Adoption Value Statement

Businesses embrace the cloud for scale and agility.

- Yet gaining a clear view of performance in cloud environments can be a challenge.

- In order to intelligently manage today's complex, ever-changing IT ecosystem, you need a performance management platform built for the cloud.

With New Relic, you can get a precise, real-time picture of your dynamically changing infrastructure and applications.

- Get visibility in the cloud and instantly understand, optimize and deliver value at every step of your cloud journey.

One Platform for Cloud Journey Client Engagements

Cloud Readiness   **Optimization**   **Transformation**

Plan	Migrate	Run

Adopt Modern Technologies, Optimize Teams, Optimize Customer Experience

Monitor Dynamic Cloud Services

Application Dependencies, Health, DevOps Iteration

Cloud Readiness On-Prem & Cloud Services

Benchmark Client Experience & Availability

Cross-Platform Custom Dashboards and Real-Time Analytics for successful engagements and your client's long-term success

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The Impact of Early Instrumentation Can Accelerate Cloud Engagements

16% per Migration via a 50% Reduction in Acceptance Testing Time

Data Center
Decommissioning:

25% Faster

\+

Accelerate Time to
"Run" Phase:

8% Lower AWS spend

\+

Engineering
Cost:

21% Less FTE time

=

$5M Opportunity on a $31M Migration*

48 hours of instrumentation can save 3 months in work effort and overlap costs

*On average for ~750 VMs in a 9-month migration

... and It Matters to Everyone at Every Phase

	Plan	Mitgrate	Run
New Relic	Quickly baseline client experience Identify app dependencies Cloud ready monitoring	Acceptance testing Validate improvement	Optimize & re-architect Align resources to business results Measure agility
Customer	21ST CENTURY FOX Wanted **cloud-ready** monitoring and "refactor or not" app discovery	scrippsnetworks interactive **Success** through progress; verified dependencies & code stability	mlbam **Transform** the business & thrive via faster iteration; retired IT debt and changed business
Solutions Provider	**Accelerates planning cycle** via identifying application dependencies	**On-time and on-budget** delivery with success metrics	**Unlocked new projects** via executive dashboard & KPI project
Cloud Platform	Ensure applications are **properly prioritized** to get early wins and **drive cultural buy-in**	**Accelerate** time to value, get the customer to Run faster	**Successful** and well architected customers; free up additional budget for further investment

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Cloud Adoption Solution

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	Plan			Migrate	Run
Migration Acceleration Program	Migration Readiness Assessment Migration Readiness & Planning				Migrations & Operations
New Relic Platform	**Discovery, Planning, and Prioritization**	**Calibration, Baselining, and Tracking**	**Planning, Services Selection, and Set Up**	**Actual Migration**	**Run, Optimize, and Program Manage**
Sample Outputs	Portfolio Discovery Output Input for Business Cases Application Dependencies	Detailed footprint & baselines of Applications Dashboards for Program Management Application Patterns and Grouping	Instrumented AMIs Service Catalogue Hardening Operating Models	Line of Business dashboards show real time progress of migration - apps, velocity, and dollars IT dashboards for technical aspects of migration	Executive KPIs and Dashboards Optimization of Usage Tracking User Experience Tracking Budgets vs Actuals
Services Delivery	aws professional services	CLOUDREACH	Kinect CONSULTING	PEGASUS	solista

Where Is Your Client Today?

Client Question 1:

What does your cloud environment look like today?

| Migrating to cloud	Adopting newer technologies in cloud (Docker, microservices)	Cloud native

Digging Deeper

What metrics tell you if you have moved to the cloud successfully?

How are you going to make sure you're using Cloud services/ infrastructure effectively?

How do you determine the ROI of your migration from on prem to the cloud?

What is your strategy for keeping teams aligned?

Selling to C-Level Technical Leadership
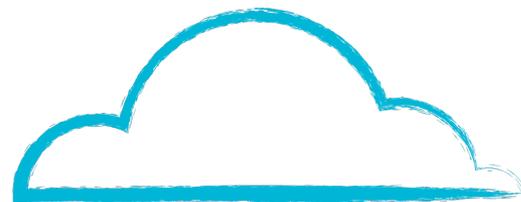
Who	What matters to them	Challenges they face
Leaders in both digital native and traditional companies looking to ensure success with their cloud initiatives regardless where they are in their cloud adoption journey.	• Measure the success (ROI) of cloud initiatives; cost optimization. • Achieve cost benefits of modern technology: rapid innovation, business agility. • Deliver full stack visibility for monitoring and analytics in every stage. • Identify and resolve issues quickly for optimal reliability, availability, cost control, and customer delight.	• Understanding the financial complexities of on prem, cloud, and blended environments. • Optimizing cost based on application usage and revenue. • Prioritizing applications for cost optimization in the cloud. • Tracking and optimizing cloud spend. • Driving cultural shift and new practices for success in the cloud. • Understanding technology differences of on-premise versus cloud.

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Key Points

Don't just outsource your data center.

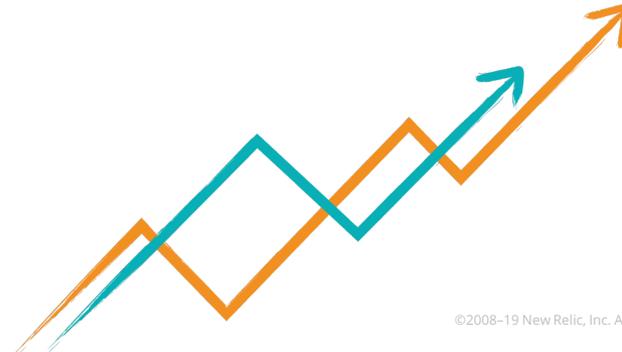Strive for cost optimization/ improved revenue generation, not just cost savings.

Determine which applications need to be refactored (and refactor them) pre-migration

Define success criteria; understand friction points

C-Level Technical Leaders Objection Handling

Customer Might Ask:	You Can Say
Why do we need a performance management system in the first stages of cloud adoption?	Successful cloud adoption is not just a lift and shift activity. monitoring from the start can prevent the following: reliability and availability degradation, longer than expected migrations-$$$, team frustration, significant downtime, and negative ROI (cost over run, time over run, rework, etc.)
Why should I introduce one more monitoring tool?	New Relic is known for its "single pane of glass", and our ability to aggregate information into a single dashboard. Many customers consolidation tools after choosing New Relic.
Does New Relic have customers who are on multiple cloud service providers?	New Relic has customers on all cloud services providers; AWS azure, GCP, pivotal IBM Redhat. In addition to that we provide performance management for multicloud and hybrid cloud environment that can include on prem private cloud and public cloud.

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Selling to Practitioners: Developers and DevOps

| Who	What matters to them	Challenges they face
Engineers and Practitioners who care about effectively monitoring their applications and infrastructure in cloud using the latest technology.	• Ensuring the apps and dynamic infrastructure in the cloud are working and performing • Quickly troubleshooting issues to reduce MTTR • Ease of use of technology • Faster delivery of their applications, automation • Understanding the advantages of the latest technology and how to manage them • Gaining the skills and techniques to manage their apps in the cloud	• Pressure to maintain availability and app performance while introducing new tools and technologies • Balancing current chaos and reactive needs versus proactive development • Camps w/in Ops team, getting sync w/colleagues in terms of updating skill sets > alignment within their own teams on process and tech • Updating team skill sets • Aligning team • Driving a new culture required for operating in the cloud or a blended environment

Key Points

Gain the confidence that your migration is properly prioritized and is progressing effectively

Ensure your applications are future proofed and your infrastructure is cloud ready

Verify dependencies and code stability when a workload moves to the cloud (Acceptance testing)

Understand your end user experience so you can delight your customers.

Solve technical problems before they become business problem via New Relic's full stack visibility.
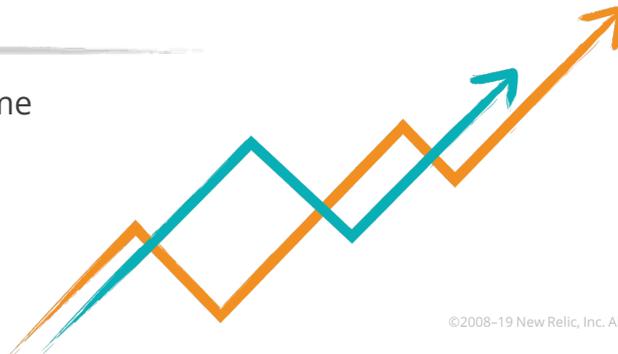
Practitioners: Developers and DevOps Objection Handling

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Customer Might Ask:	You Can Say
I'm already managing my applications and I have plenty of tools. Why do I need New Relic?	New Relic can allow you consolidate tools (eliminate redundancy), aggregate information in a single pane of glass, thereby improving your team's productivity.
We don't have the time to learn and manage another tool.	1. Since NR is a SaaS delivered tool, there is virtually no hardware, software, or additional staffing needed to run and obtain the full benefits of the platform. 2. Our customers continually tell us our offerings are intuitive, easy to learn, and easy to use. 3. Additionally, all product updates are automatically delivered since they are implemented via SaaS (no hardware, software, or staffing required). 4. New relic is continually updating, functions, features, and offering, to meet the needs and opportunities of rapidly changing technology, so you are always ready to take advantage of the next big thing.
I'm already using a full suite of AWS tools. Why do I need New Relic?	1. Many of AWS tools are predominantly infrastructure oriented and don't give you end of end visibility you need to manage your entire environment 2. AWS does not provide end to end deep application analytics. While there are lightweight debunking capabilities for end to end understanding of your technologie environment, you need a broader and deeper set of tools 3. The New Relic Platform is a consolidated set of tools that provide end to end visibility to your entire stack, from end user experience through the application to the infrastructure with the ability to optimize at every step.

Summarizing New Relic's Benefits to Clients

New Relic's Platform is a 100% SaaS solution built to help customers instrument, measure, and monitor at every step of their cloud journey – from measuring the results of cloud migration to monitoring dynamic cloud and troubleshooting at scale.

Plan			Migrate			Run			
Application Baseline	**Identify Application Dependencies & Inventory**	**Prioritize Migration Order**	**Identify Issues & Roadblocks**	**Validate Cloud Improvements**	**Acceptance Testing**	**Modern & Cloud Services**	**Cloud Spend Optimization**	**Application Refactoring**	**Optimize Customer's Experience**
Establish baseline and validate existing performance	Understand impact of application migration	Verify and ensure that application is ready for cloud	Detect errors or possible issues	Validate that cloud service use is successful	Compare on-prem performance to cloud performance	Deploy, visualize, modernize, and optimize faster	Right size usage and optimize cloud spend	Re-architect or refactor a cloud application	Improve end-user experience for cloud application
KPIs			**KPIs**			**KPIs**			
Performance Capacity Compute Availability			Application Error Rates and Response Times % of Migrated Infrastructure and Apps			Compute Consumption End-user QoS Instance and Herd Health			

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DevOps

## Building Digital Business Agility

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DevOps Value Statement

It's not easy to create a successful DevOps culture. Application architectures are growing more complex, and teams continue to work in their own silos. With New Relic software, you can get the data you need to establish clear and measurable objectives that provide focus across teams.
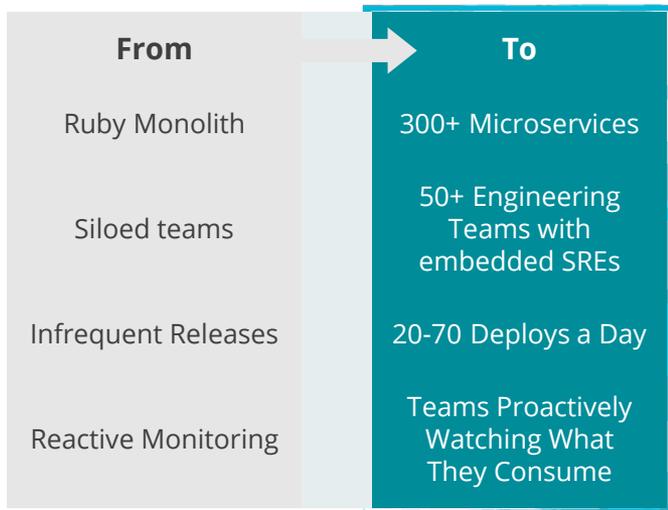
Benefits/Value:

1. Confidently deliver new value to customers quickly

2. Detect and resolve issues affecting customers earlier and faster

3. Keep teams aligned through consistent, shared data

4. You can focus on your customer instead of your technologies.

DevOps Done Right: Using New Relic as a part of you DevOps initiative enables you to establish a common set of KPIs, eliminate silos, and move faster and confidently as a data-driven team.
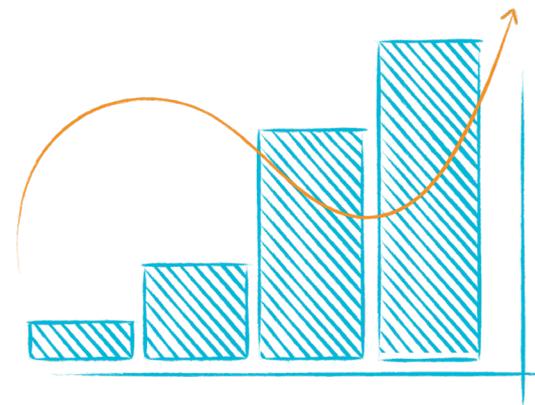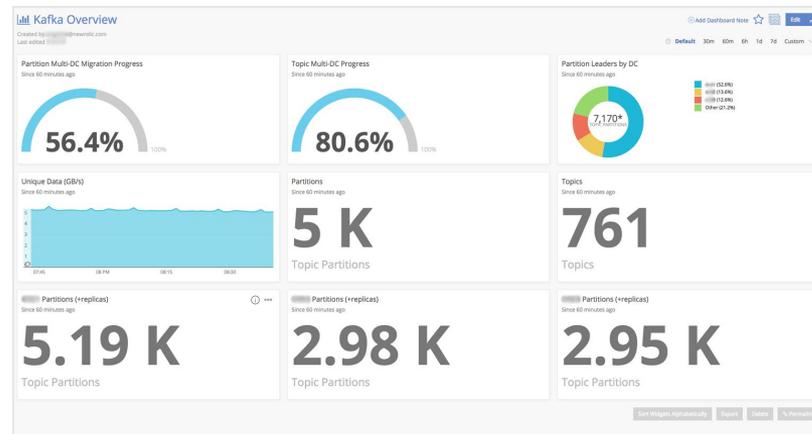
We Speak from Experience

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From	To
Ruby Monolith	300+ Microservices
Siloed teams	50+ Engineering Teams with embedded SREs
Infrequent Releases	20-70 Deploys a Day
Reactive Monitoring	Teams Proactively Watching What They Consume

Using New Relic alerts and dashboards!

"Gathering metrics and forming the right responses is a critical part of ensuring that we maintain a structure and organization that allows our teams to thrive.

Beth Long
New Relic's Reliability Team

DevOps Success Starts with Measurement

Prepare

Instrument and establish baselines

Activate

Get fast feedback and understand the impact of every change

Optimize

Continuously automate, communicate and improve

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Reaching Digital Velocity with DevOps

DevOps High Performers Do Significantly Better Than Their Lower-Performing Peers

46%
More code
deploys

96×
Faster
MTTR

55%
Noticed
improvement in
cooperation and
collaboration

[DevOps] high performers were twice as likely to exceed their own goals for profitability, market share, and productivity.

2017 State of DevOps Report
by Puppet and DORA

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DevOps Challenges: Silos + More to Track

A diverse digital team measures success across siloed data sources

- Business Outcomes
- User Experience
- Applications
- Infrastructure
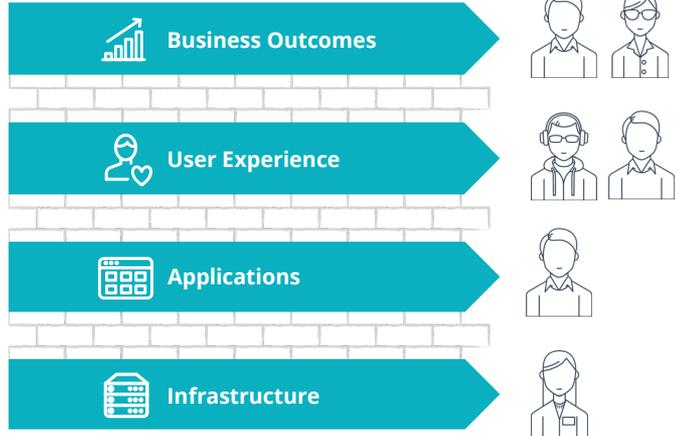
App changes are hard to assess across an increasingly dynamic architecture
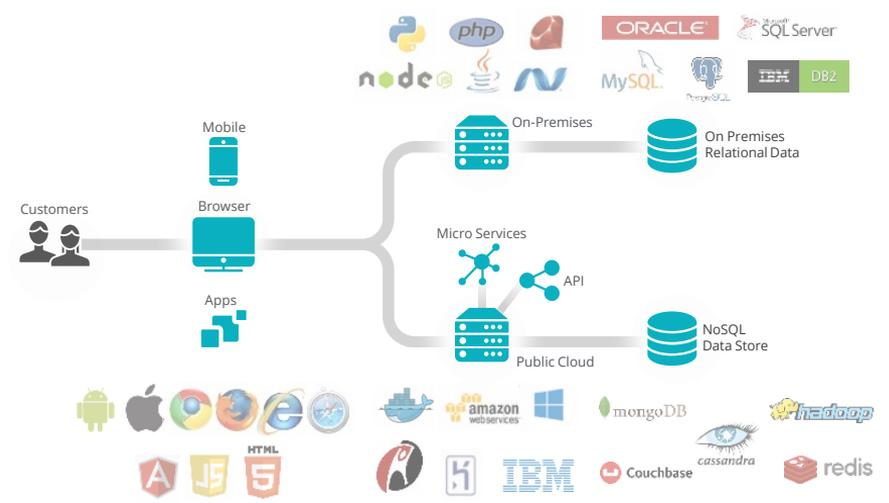
Customers

Mobile

Browser

Apps

On-Premises

On Premises Relational Data

Micro Services

API

Public Cloud

NoSQL Data Store

Average Results Your Clients Can Achieve with Their DevOps Investment – You Can Lead the Way

Reduced OPEX

(~15%)

Reduced MTTR

More Efficient Staff

Reduced Redundant Work

Accelerate Time to Market

(~50%)

Faster Releases

Faster Development

More Experimentation

Reduce Customer Churn

(~25%)

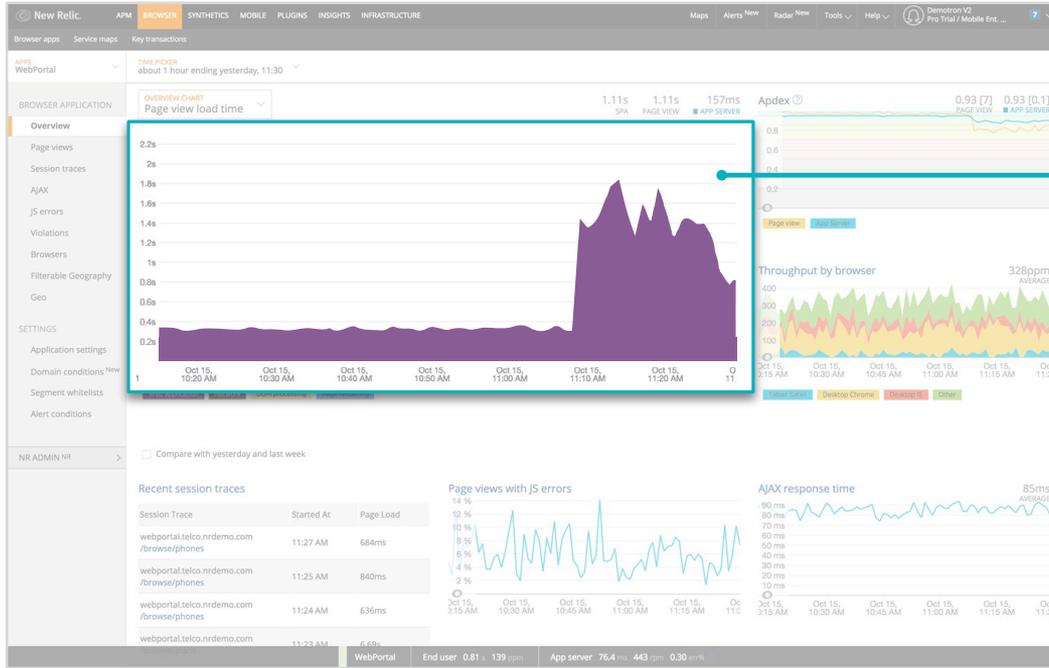More Stable Releases

Reduce Leakage

Better Conversion Rates

DevOps Team Productivity Improvements
$200K Annually*

for a $350M business, Total Revenue Impact
$4.3M

Track User Experience – from Front-End Clients...

Customer experience can be impacted anywhere code exists.

Don't miss out on traditional blind spots, like clients.

Triage Javascript errors

Understand frontend load times

Check browser throughput

Set up availability alerts

Track uptime SLAs

Validate key user actions

Optimize, verify frontend code

Configure frontend Apdex score

Manage page bloat

Set up page load

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In the Context of Your Applications
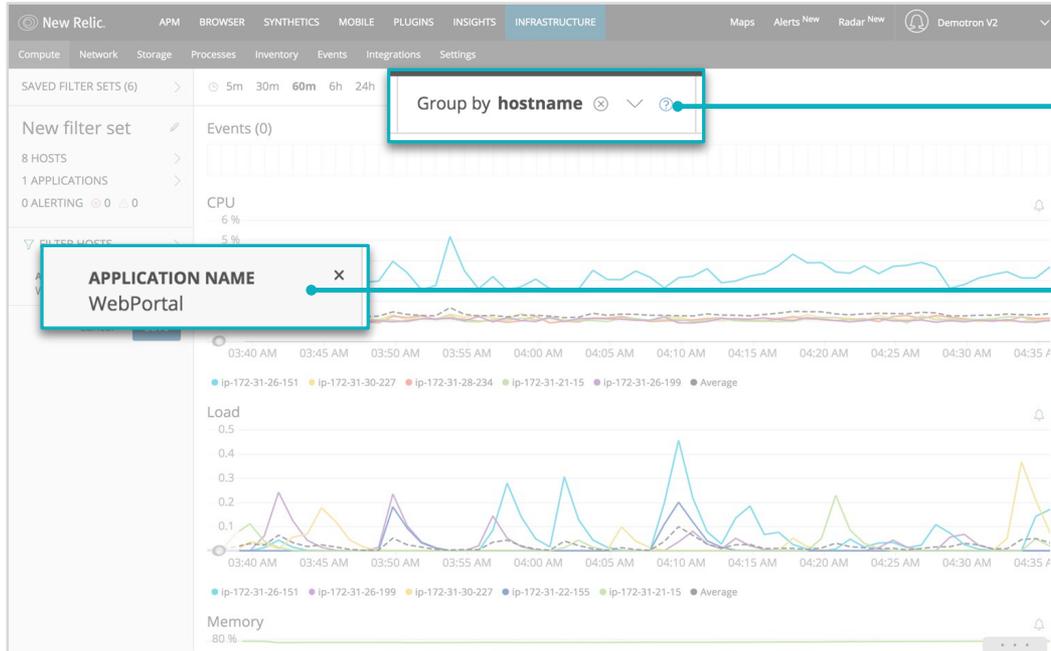
Debug your infrastructure in the context of your apps.

For example, look at your average CPU for only hosts supporting a specific application so you can easily spot outliers.

Quickly check CPU, Memory, Disk and more across all of your hosts, grouping and filtering however you'd like.

See all the processes impacting resources on your hosts.

Correlate these metrics to the events that caused them (e.g. logins, package installations, kernel changes and more)

Assessing Your Audience

Where are you in your DevOps journey?

A. We're at the information-gathering stage.

B. We've renamed Ops to "DevOps" but we aren't sure if it's working.

C. We have pockets of DevOps success.

D. We are a lean, mean DevOps machine.

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Digging Deeper

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How quickly does it take your organization to go from idea to software in your customers' hands? Do you know? Would you like to make it faster?

High performing, high engagement teams must be able to take action with shared data that connects people, processes, and technology performance with business outcomes.
But how are you correlating your work to the impact on the business?

How often do you deliver code to users?
Do you want to increase that?
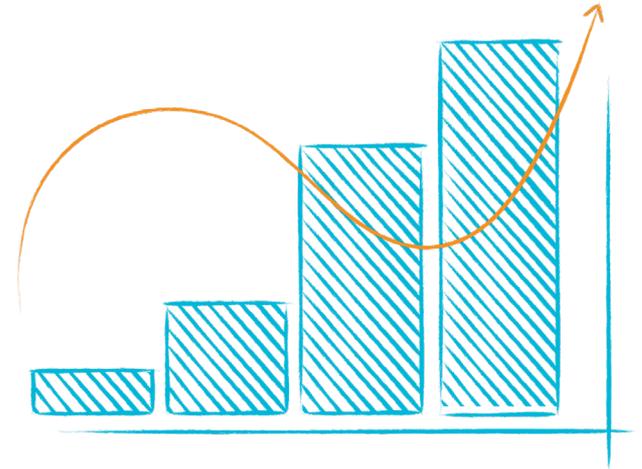
Selling to C-Level Technical Leadership

Who

"Decision Makers" whose top priority is to change IT from being a roadblock focusing first on automation.

What matters to them

Leading change: Being seen as a change agent, and being rewarded for it with title/money. Being seen as an ally to the business as technology and business intersect. Transforming IT to being a value center instead of a cost center.

Modernizing IT: Building the foundational elements to increase velocity across the org through new technologies, methodologies, tools, and organizational models.

Challenges they face

Cultural transformation: Fear of change, fear of not changing, know they have to change IT to stay in business. The skills and cultural transformation needed for modern IT is daunting.

Lack of Velocity: IT being seen as a blocker by the business. Hard to accelerate DevOps success without full visibility:

- Risk aversion to making code changes
- Lack of full visibility into complex applications
- Understanding dependencies

Tools: Cultural frustration born out of:

- Complexity of using multiple tools each providing its own view.
- Lack of clarity of which tool is best to solve a problem.
- Inconsistent approach to adopting new technologies.

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CIO, VP/Director of IT, VP/Director of Ops Objection Handling

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Customer Might Ask:	You Can Say
Why should I trust New Relic on DevOps? Does New Relic actually use DevOps?	New Relic uses its own tools to facilitate ongoing DevOps transformation and run our business. ● We deploy several times a day ● We continue to make significant gains getting developers and Ops working together. ● We build tools for companies who are digital businesses, and require high performance, availability, and scalability. ● Successful DevOps implementations enable the agility needed by those companies- New Relic is one of those.
How hard is it to get New Relic working in a DevOps environment?	Customers often get agents installed and start seeing data within minutes.
What is your track record of helping other companies with their devops strategy and implementation?	New Relic has demonstrated its ability to be a partner in DevOps transformation with many customers.

Selling to New School Ops:
Operations Engineer, DevOps Engineer, SR

Who

New School Ops Practitioners who have always run software "the modern way".

What matters to them

A fine running pipeline, being a part of an engineering team that delivers. Approaching ops like an engineer, continuous improvement. No after hours pages. Performance in production is a shared responsibility, not just my problem. When there is an incident, I have the data to find and fix quickly so I can go back to sleep.

Challenges they face

"Keeping pace with technological change: Having to constantly learn new technologies and new tools. Lack of mentors: SRE stuff is so new, it's hard to find "best practices" that is generic enough (not everyone can be Google/Netflix). My skills constantly becoming obsolete.

Complexity of modern systems: Not knowing when there's an issue in production (customer tells me). New technologies make it harder to know what's happening in the system I'm maintaining.

Collaboration: Fighting turfdom: when Dev and Ops stay separate, locked in silos, teams not wanting to share responsibility or information. These challenges spike during high stress incidents."

Old and New Schools Ops Objection Handling

Customer Might Ask:	You Can Say
"I think I'm going to build something myself instead."	This is the traditional buy vs. build question. While you could develop your own tools, in most cases that's not the best use of your precious time and resources. Don't forget the overhead of maintaining the tool you build as technologie changes.
How hard is it to get New Relic working in a DevOps environment?	Customers often get agents installed and start seeing data within minutes.
"How can I deliver code to production more frequently and with less risk?"	New Relic provides you the tools and data that can get you on the road to DevOps. The right data will provide focus and alignment within and across teams. Data can get your teams working together, troubleshoot faster, and see the business value of what you deliver. In short, accelerate technical and business agility.

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DCX Solution Guide

Prepare		Customize				React	
Identify and deploy	**Establish a customer view of service**	**Instrument business KPIs**	**Instrument performance KPIs**	**Create dashboards**	**Set alerts**	**Triage**	**Resolve**
Monitor customer facing apps and dependency health	Assess speed, errors, and impact on customers	Add attributes to create business value KPIs	Track speed and how it's perceived by customers	Connect metrics to business goals	Validate metrics for customer flows, set alerts	Determine customer impact of incident	Isolate cause and implement solution
KPIs		**KPIs**				**KPIs**	
Error rate Throughput Page load Page views Response time Apdex Uptime Alert count Demographics		Failed transactions by type Perceived load time Daily/monthly/weekly active users Signup rate In-app support request rate				Mean time to detect (MTTD) Mean time to resolution (MTTR) Availability Revenue lost	

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Summarizing New Relic's Benefits to Clients

Monitoring plays a critical role in driving cultural transformation. New Relic surfaces data in real-time and insights that gives different teams visibility into how the complex systems they build or operate actually works. This enables the modern application stack to help see the impact of changes on business results and how to quickly diagnose and fix problems when things go wrong. It encourages cross-team collaboration and breaks down silos. New Relic is a critical component DevOps success.

Prepare
Instrument and establish baselines for clients

Activate
Get fast feedback and understand the impact of every client change

Optimize
Continuously automate, communicate and improve your client's DevOps environment

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Digital Customer Experience

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What Makes Up Your Digital Customer Experience (DCX) ?

Digital Customer Experience
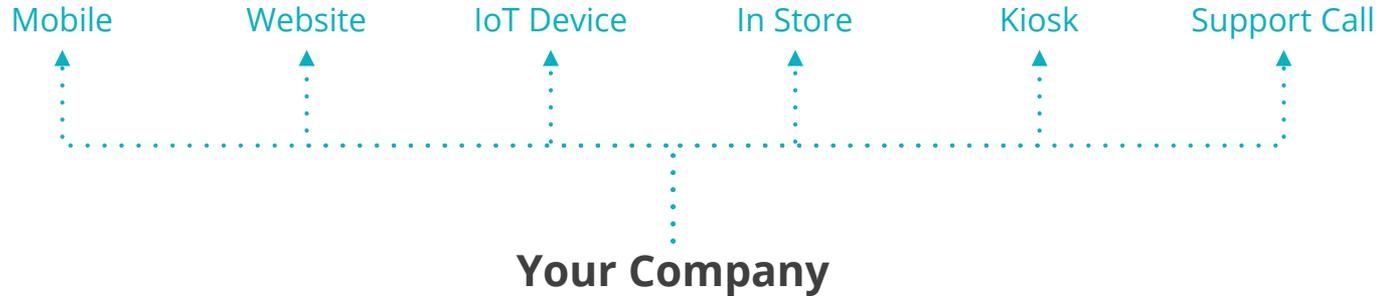
Mobile   Website   IoT Device   In Store   Kiosk   Support Call

Your Company

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A Break Anywhere in Your Technology Stack Can Impact Your Customer Experience
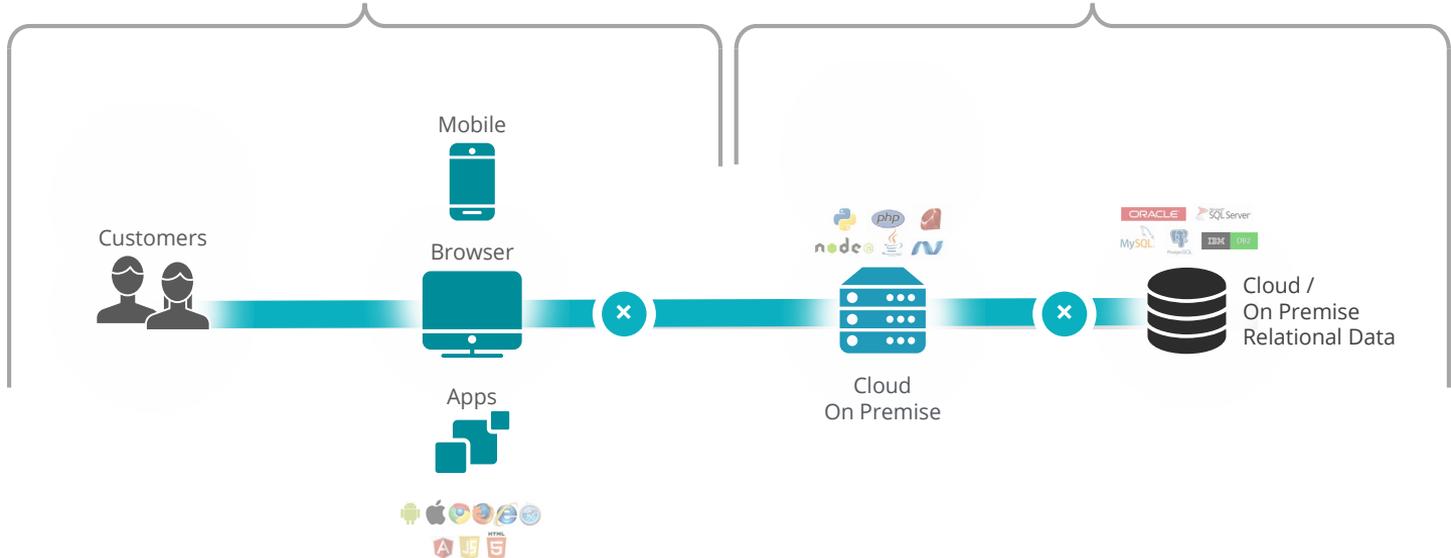
Remove Silos and Align Teams Around Your Digital Customer

Marketing

Customer Care

Developer

Customer

IT Operations

Product Manager

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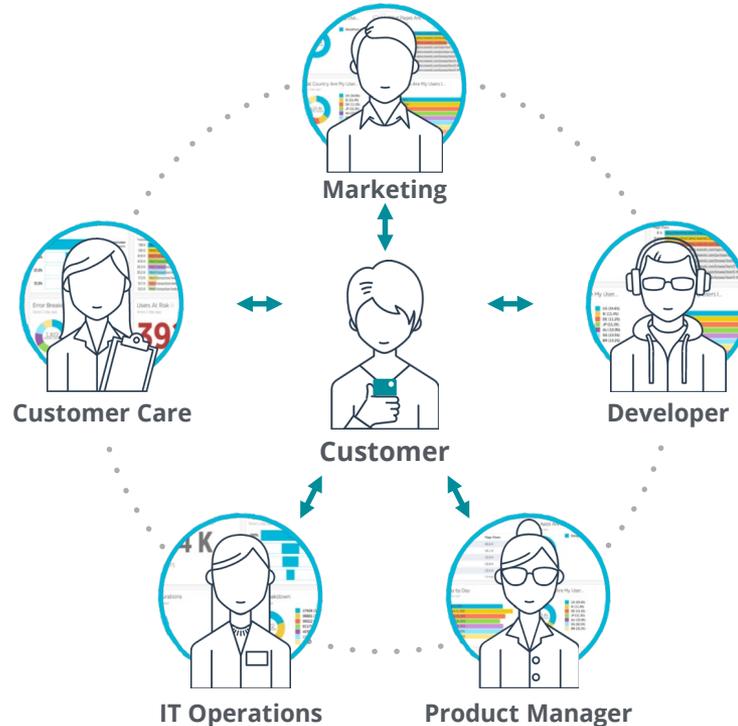
Shared Dashboards for Shared Understanding Across Teams

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IT Operations

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Product Manager
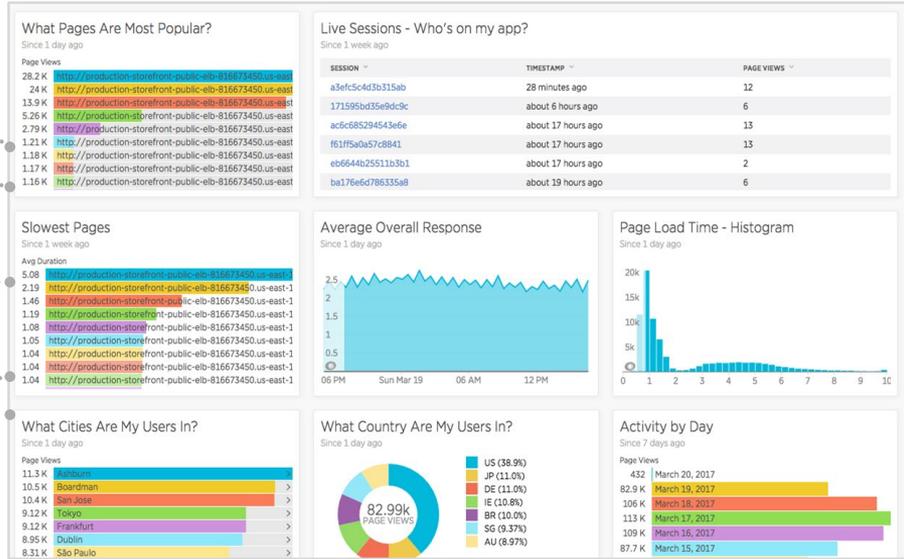
New Relic Platform
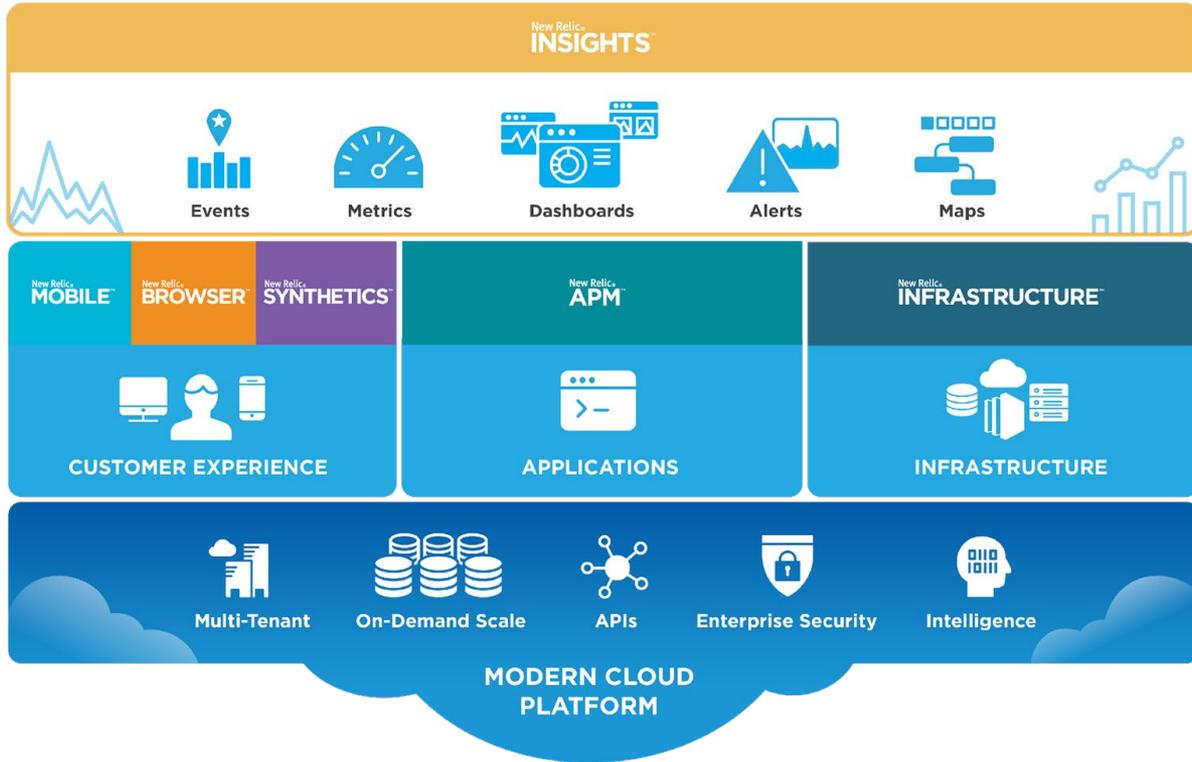
Dimensions of Digital Customer Experience

Start with a Customer View of Your Client's Services

Prepare
Monitor customer's experience and establish baseline measurements

Customize
Instrument key customer touch-points and connect to business value

React
Proactively identify and triage issues based on customer impact

New Relic.

Proactive Questions

Tell me about how you're investing in your website, mobile apps — how are you looking to evolve them with your business?
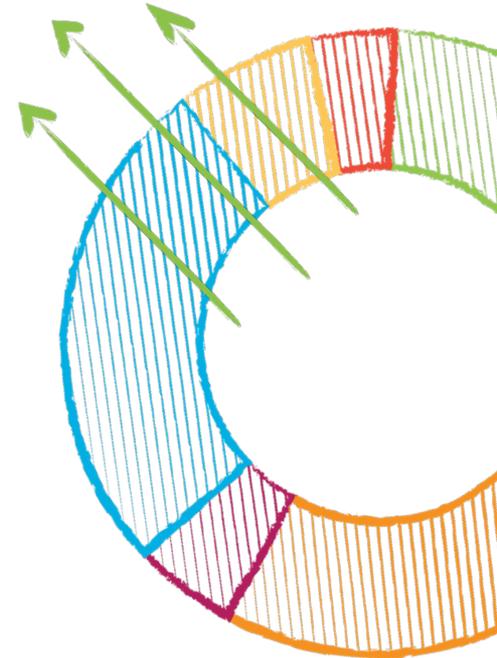
How are you driving revenue, services, and building customer relationships through your website/apps? How does it impact your customer satisfaction?

Do you have key digital moments of truth – launch, events, streaming, live, ecommerce, media, etc.?

Ever have issues with outages, errors, slowness? Like for those digital moments of truth? What's been the cost of them? How will you keep them from happening again in the future?

Do you know who your most important customers are?
Do you know the experiences you're delivering to them, and if they're satisfied?

How do you create visibility through the organization about the health of your digital channels?

Selling to CEOs and Business Owners

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Who	What matters to them	Challenges they face
Champion, decisionmaker: Business owners and CEOs with enough power to coordinate different teams reporting to different managers — and approve expenses.	Customer-facing and user experience initiatives, "digital transformation", new feature and product launches, increasing customer retention/lowering churn: too much to do, too many inputs, and not easy or clear what to focus effort, time and people on. Note: there will likely be no initiative or budget for "Digital Customer Experience."	There's no shared understanding between marketing, product, and operations, and development: everyone speaks a slightly different language. Teams and processes aren't organized the right way to be 'customer-obsessed'. There's cultural resistance. There are too many layers and too many silos. The marketplace is extremely competitive and there's intense pressure to always deliver excellent customer experiences no matter what.

Persona 2: Technical Leadership

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Who	What matters to them	Challenges they face
Ratifier, user, influencer: A DCX initiative won't go very far without influence or sign-off by an I&O leader.	I need my teams to deliver measurable customer value faster and more reliably during important events and incidents. DevOps and cloud adoption initiatives: successfully executing on complex technical initiatives is slow, difficult, and there's a chance it will end in failure.	The business views IT as a cost center. Expensive, complex, multi-year technical initiatives like cloud and DevOps are viewed with extreme suspicion by finance. The work IT does isn't directly associated with impacting customer experience or delivering more value, or generating more revenue.

Persona 2: Developers

Who	What matters to them	Challenges they face
Influencer, user: Positive sentiment from development influences leadership. A DCX solution will almost always require direct action from individual developers to be successful.	I want to spend my limited time working on what matters (including performance). It's too difficult to optimize performance issues that involve the network, multiple services, or multiple vendors. Troubleshooting and resolving incidents fast is hard. Agile development, DevOps, pressure to release and ship faster: job itself and the tools, languages, frameworks and processes keep changing and it's hard to keep up.	The business and operations always agrees that usability and performance are important, but doesn't prioritize frontend teams to spend any significant time on making things faster. There's always a critical feature or bug that needs to be fixed yesterday that takes precedence, and finding the root-cause or improving customer-centric performance issues is too hard—especially when the problem is in other services or involves third-party components.

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Meet Our Competitors

Click on a competitor to go to

Quiz Yourself

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We don't have a way to benchmark our performance through our cloud migration.

Cloud Adoption

Our teams don't share data and are constantly putting out fires because of it.

DevOps

We lack visibility into our application dependency and lack the resources to move out of our current data center. We don't understand how to understand our application dependency to move out of our data center

Cloud Adoption

Our only way to find out if your site has outages or if our payment system is down is through social media reviews.

DCX

Fear and skepticism of change persist and lack of visibility in each code deployment sparks even more finger pointing.

DevOps

We don't know how much customer churn is because of our mobile app.

DCX

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Digging Deeper into the Answers From the Quiz

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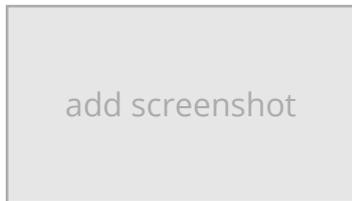
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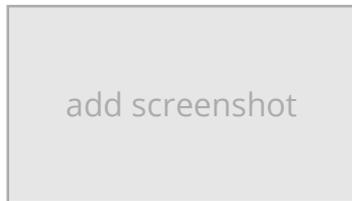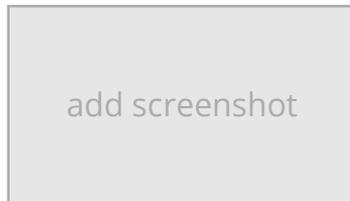**NR Platform**

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add screenshot

Solution Pitch Deck 1

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Solution Pitch Deck 2

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Solution Pitch Deck 3

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Solution Pitch Deck 4

add screenshot

Battle Cards

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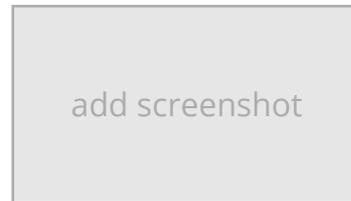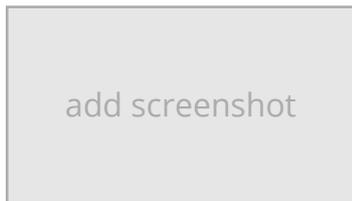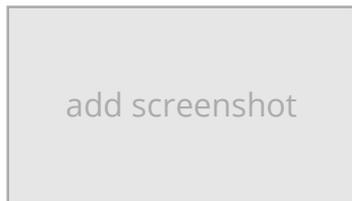
Competitive Differentiators Deck

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